

Create a *Culture* of Caring Leadership®

Do you feel like you're doing everything right regarding leadership development, but you are not getting the results you want? Some people think that organizational culture is fixed. They think that organizations either have good culture or they don't. But, what if the opposite is true?

What if organizational culture is a sliding scale with the very real possibility that your seemingly "good" culture could be silently slipping? I call this Culture Slip™. Culture Slip is that subtle erosion of the organizational culture, which often goes unnoticed until it's too late. Research shows that leaders determine whether customers and employees experience a good or bad culture.

Join the thousands of other leaders who use our proven culture improvement process to engage and retain employees and build a magnetic culture that stops Culture Slip and results in increased productivity and profit.



Heather R YOUNGER J.D.

Founder & CEO, Employee Fanatix • Two-Time Tedx Speaker • Consultant
• Two-time Best-selling Author: The Art of Caring Leadership and The Art of Active Listening •
Author of The Art of Self-Leadership (coming Jan. 2025)



REASONS WHY YOU SHOULD HIRE HEATHER R YOUNGER

REAL-WORLD EXPERIENCE

After practicing law, Heather led customer experience, sales and large account management teams. She is a valuable asset to you because she brings practical know-how and lessons learned that can be directly applied to your situation.

CUSTOMIZATION

Heather brings the insights she garners from her pre-event research to the stage and uses what she learns to create interactive and meaningful experiences that surprise the audience.

DYNAMIC

Heather leverages her unique capacity to navigate complex social dynamics in the workplace and achieve goals together through effective communication. She creates opportunities to reframe adversity and empower change, championing positive transformation in workplaces, communities, and the world at large.

RELEVANT

Because of Heather's focused commitment to leveraging current research findings, listening sessions, and employee feedback to close the gap between what employees need and leaders want, her content is fresh, relevant and applicable now. She doesn't just talk about Caring Leadership®, but she seeks to embody it in every interaction.

RESULTS FOCUSED

Her strategies yield tangible business results, including heightened employee engagement, increased employee buy-in, unwavering loyalty, seamless collaboration, and robust connectivity.





The key difference between leaders with mediocre teams and those with *high-performing* teams is demonstrating care through your actions. The days of command and control leadership are over. How can we shift from simply feeling like we care to actively demonstrating it—boosting productivity by 1.7 times and *achieve* 147% higher earnings per share? Using extensive research, Heather will guide your leaders in bridging the gap between them and their team members, enhancing communication, productivity, and performance, regardless of the major challenges your organization is facing.

Whatever *Vision* you have for your organization,

We want to lead our industry by creating customer loyalty.

We want to drive a completely new level of engagement.

We want a strong culture of belonging.

We want to develop our leaders, so they can help us move to the next level.

We want to be one of the best places to work in the country.

It all starts with
Caring Leadership



Your people will feel empowered and fully engaged.



They will feel like the work they do is valued.



They will feel seen and heard.



You will be known as one of the best places to work in the country.



Productivity and profit will improve.

Caring Leadership® That Creates Change.

AS SEEN IN



Bloomberg

Chicago Tribune

FAST COMPANY

Forbes



Inc.

AMERICAN EXPRESS

trusted by

Davita

xerox

State Farm

conEdison

STELLANTIS

DUPONT





When you *Care* and respond...

Your employees and customers will feel valued.

They will know they are a part of a culture where everyone is heard and included.

When you feel a part of something you're helping create, you bring more creativity, engagement, and innovation.

As a result, you will see trust and collaboration, and new ideas leading to new growth.

You will create one of the top workplaces to work in the world.



"Heather is a skilled *professional* with a personable and enthusiastic approach, who is passionate about the employee experience."

She offered thoughtful insights to help advance our professional development and employee engagement initiatives, and formulated her recommendations for maximum impact. Our HR team is now much more disciplined about our priorities and thoughtful about connecting the dots for employees."

Christinne Johnson | Former Chief Human Resources Officer, FirstBank Holding Company



HEATHER IS A WORKPLACE CULTURE EXPERT!

She's . . .

- **The CEO of Employee Fanatix**
A leading employee engagement consulting & training firm.
- **A highly-sought after keynote speaker**
Bringing the best insights from over 30,000 employee stories to the stage.
- **An organizational culture strategist**
An expert in creating safe spaces for these vital conversations.
- **A contributor to leading news outlets**
A trusted expert for stories on culture, workplace engagement, and employee retention.
- **A 2x-International TEDx Speaker**
Sharing universal insights that people everywhere treasure.

Heather R Younger, J.D, CSP, shifted from the courtroom to the boardroom, where she helps leaders turn understanding into insights, driving increased buy-in, engagement, and performance.

Heather is a former practicing lawyer who demonstrates how to put empathy into action through the power of Caring Leadership®.

She is a trusted contributor to leading news outlets, like Forbes, Fast Company, Bloomberg, NBC and ABC on Caring Leadership® and active listening at work. She is the visionary Founder and CEO of Employee Fanatix, a preeminent employee engagement and workplace culture consulting firm to Fortune 100 companies. Employee Fanatix conducts annual research on workplace culture, relying on employee voices for what is relevant now, to help companies redefine a culture strategy that gets results.

Heather has personally read over 30,000 employee surveys and facilitated over 100 employee focus groups, including her signature "Art of Active Listening Sessions." Heather offers pre-event focus groups and site visits for speaking engagements to ensure complete customization.

With over 25 years of successfully managing teams, she has worked in customer experience, sales, and large account management for multi-million dollar accounts and multiple industries such as tech, staffing, healthcare, professional services, the public sector, and the financial sector. She's a renowned keynote speaker, drawing insights from current data and putting into practice what she teaches in her Caring Leadership Transformation Model™.

Heather is an award-winning leader in the area of Employee Engagement as recognized by Inspiring Workplaces, is a LinkedIn Learning course partner, 3-time best-selling author, TEDx speaker, and the host of the popular Leadership With Heart podcast.



NEW BOOK ON SELF-LEADERSHIP

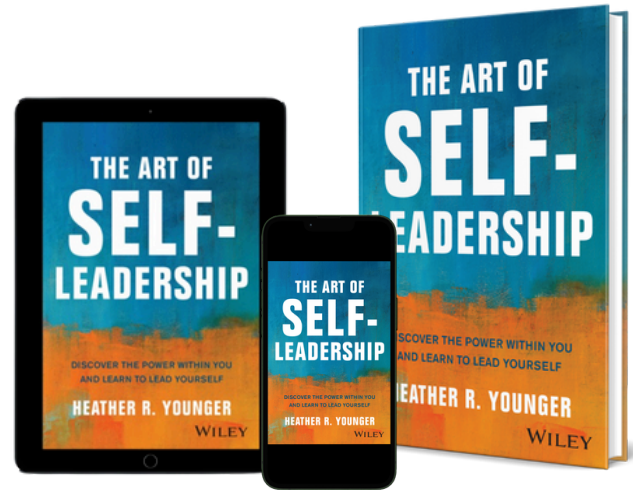


"Leadership begins with self-leadership."

"Leadership begins with self-leadership and this book offers a wealth of practical ideas that you can use to learn and improve self-leadership. The straightforward and practical approach makes it easy to implement the strategies for personal and professional growth. It's a useful resource for those seeking to lead themselves."

Mark Sanborn, President
Sanborn & Associates, Inc.

Author, You Don't Need a Title to Be a Leader and The Fred Factor



amazon

WILEY

BARNES&NOBLE

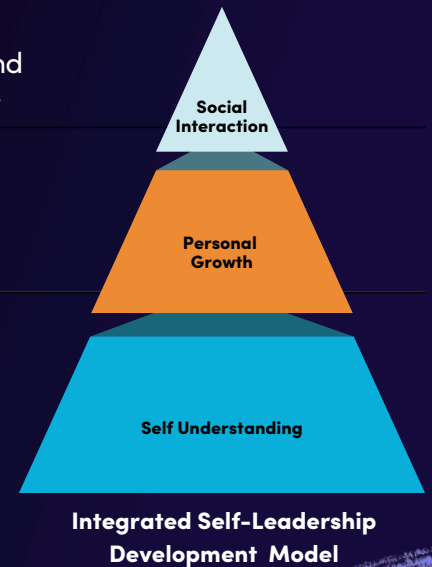
B Bookshop.org



Learn to take control of your own professional destiny and *lead* yourself through challenging situations

In *The Art of Self-Leadership: Discover the Power Within You and Learn to Lead Yourself*, celebrated workplace culture and employee engagement expert Heather R. Younger delivers an exciting and practical discussion of how to develop an entirely new mindset around personal advocacy and self-leadership.

You'll learn how to take control of the workplace experience and set expectations up front about relationships. Join the book launch waitlist for behind-the-scenes updates, invitations to exclusive experiences, and bonus resources or pre-order directly through Amazon.



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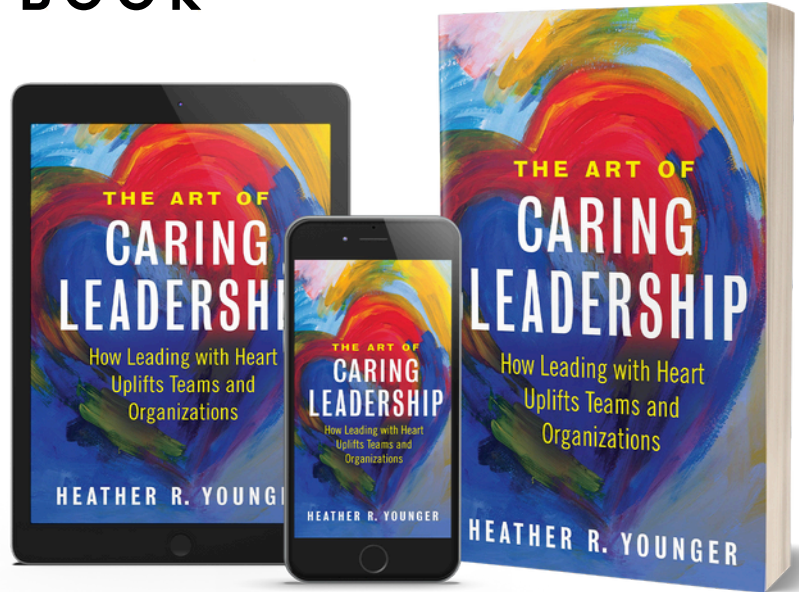
BOOK



"People need to know they matter."

When others feel trusted and cared for, they become inspired. Heather's terrific book teaches leaders why caring should be at the heart of all they do, and how they can turn genuine caring into an art that can be carefully practiced and refined."

Stephen M. R. Covey | *The New York Times* and #1 *Wall Street Journal* bestselling author of *The Speed of Trust*



amazon

Berrett-Koehler
BK Publishers

BARNES & NOBLE

B Bookshop.org



Based on *interviews* with over eighty leaders, including:

- ✓ Howard Behar, former president of the Starbucks Coffee Company;
- ✓ Judith Scimone, senior vice president and chief talent officer at MetLife;
- ✓ Garry Ridge, CEO and chairman of the board of the WD-40 Company;
- ✓ and Dr. Shawnté Cox Holland, head of culture and engagement at Vanguard.

Outlines nine behaviors that leaders can change to ensure all employees feel included and cared for.

Includes access to a self-assessment so you can measure your progress as a caring leader.

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www.HeatherYounger.com

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BOOK



"This is the *blueprint* you need to create a culture of listening at work."

One that will ensure those in your care know you've heard them, and that will inspire them to respond with more loyalty."

Garry Ridge | "The Culture Coach", Chairman Emeritus at the WD-40 Company



amazon

Porchlight

BARNES & NOBLE

BAM!
BOOKS-A-MILLION



The Art of Active Listening introduces a 5-step *framework* that shows you how to listen successfully and act upon what you are hearing. Readers will discover how to:

- Recognize the unsaid
- Seek to understand
- Decode
- Act
- Close the loop

Backed by her personal review of over 30,000 employee and customer surveys and facilitation of 100's of focus groups, Younger discovered one universal truth: We all want to be heard. We want our voices to matter. We want the work we do to matter.

Endorsed by:

- Stephen M.R. Covey - New York Times & #1 Wall Street Journal Bestselling Author, Keynote Speaker, Speed of Trust Global Practice Leader
- Garry Ridge - The Culture Coach - Chairman Emeritus - WD-40 Company
- Amy E. Edmonson, Harvard Business School professor and bestselling author of The Fearless Organization
- Yetta Toliver, DBA, LSSBB (she/her/hers) - Global Head of Diversity, Inclusion and Belonging (DIB) - Xerox
- Adrian Gostick & Chester Elton, New York Times bestselling authors of All In and Leading with Gratitude
- Claude Silver, Chief Heart Officer, VaynerX

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Heather R YOUNGER J.D.

Keynotes

Build A Transformative Culture
of *Caring* Leadership®



Keynotes that provide strategic context
and actionable steps to inspire change
that produces lasting results.



KEYNOTE 1: LEADERSHIP

The High-Performance Culture Code: Where Compassion Ignites Engagement and Results

The leaders people remember most aren't just smart — they care. They create cultures where people feel seen, heard, and valued. And when leaders lead with care, it doesn't just feel good — it delivers results. In this powerful keynote backed by her book, Heather R Younger reveals how compassion, accountability, and a deep commitment to belonging fuel innovation, boost retention, and unlock peak performance. It's a blueprint for building energized, high-performing teams — even in times of uncertainty and change.

Customize the Keynote

Select 3 behaviors from the 9 that your group could benefit from the most.



**Belonging
At Work**



**Listening
Cultures**



**Team
Resilience**



**Team Decision
Making**



**Whole Person
Leadership**



**Employee
Empowerment**



**Psychological
Safety**



**Self
Leadership**



**Strengths-Based
Leadership**

This program is perfect for leaders and team members:

- ✓ Want to build an agile workplace that attracts and keeps top talent
- ✓ Are navigating change and looking to keep employees engaged and motivated
- ✓ Believe well-being is a strategy, not a soft skill

The audience will leave with:

- ✓ A High-Performance Culture Roadmap – Practical steps to create an engaged, results-driven workforce
- ✓ Proven Strategies to Improve Employee Retention and Productivity – Reduce burnout, turnover, and disengagement
- ✓ Tangible Actions to Drive Employee Motivation & Peak Performance – Unlock discretionary effort and build loyalty
- ✓ Leadership Presence & Influence – Techniques to communicate with authenticity, empathy, and authority



"Heather was engaging, enthusiastic and *passionate*.

More importantly, she was able to provide a strategic context and actionable steps we could all take, regardless of our roles within an organization. Her authenticity and joy set the stage."

Verna Wong | Strategic Business Consultant & Leadership Coach



KEYNOTE 2: SELF-LEADERSHIP

The Unshakeable Leader: The Leadership Challenge That Turns Individual Growth into Enterprise Success

Self-leadership is the foundation of resilient, high-impact influence. It's what allows people to navigate uncertainty, bounce forward from setbacks, and model the kind of adaptability their teams need now more than ever.

In this transformative keynote based on her book, Heather R Younger empowers leaders to trade perfectionism for progress, fear for flexibility, and burnout for balance — without sacrificing performance. She'll share actionable strategies to help leaders harness resilience as a competitive edge and unlock their full potential in the face of constant change. Because when leaders lead themselves well — they elevate everyone around them.



This keynote is ideal for managers, executives, directors, founders, and other business leaders who are:

- ✓ Want to develop resilience strategies to fuel agility, adaptability, and sustainable success
- ✓ Are navigating rapid change, uncertainty, or high-pressure environments and need a framework to thrive
- ✓ Struggle with perfectionism and want to shift their mindset to prioritize progress over unattainable ideals
- Are ready to step into greater ownership as a leader, by fostering a growth mindset and self-empowerment

Audience Takeaways:

- ✓ The Self-Leadership Framework – A proven model to stay strong, flexible, and focused through change
- ✓ “Progress Over Perfection” mindset shift to embrace growth, adaptability, and continuous improvement
- ✓ A Self-Empowerment Toolkit
- ✓ Emotional Agility & Decision-Making Mastery – Strengthen clarity, composure, and effectiveness under pressure



Heather is a brilliant speaker and engaging *partner* as you strive to develop your leadership skills for yourself or your organization! Thanks Heather for sharing your talents with others.

Michelle Hall | SVP & Chief Human Resources Officer, Meijer

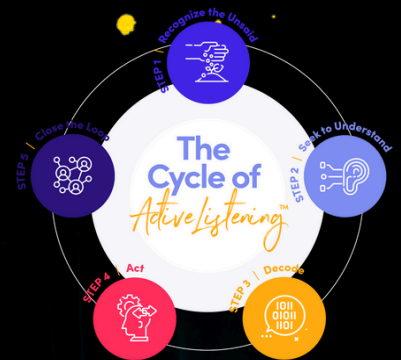


KEYNOTE 3: CULTURE

The Art of Active Listening: The Key to Making Anyone Feel Heard and Valued

Active listening is the doorway to increased belonging, loyalty, profitability and innovation. It is the difference between thinking we understand what people want and knowing what they want.

For the last 12 years, Heather has reviewed over 30,000 employee engagement surveys as well as facilitated numerous listening sessions. She has distilled that knowledge into actionable insights that equip your people with the interpersonal skills they need to make others feel seen, heard, and valued in every interaction.



This program is perfect for leaders and teams:

- ✓ Working to improve the culture at work to ensure everyone feels heard, valued, and appreciated
- ✓ Seeking to understand employees, prospects, or customers to better meet their needs
- ✓ Supporting others at work to become more engaged, motivated, and productive

In this keynote, Heather introduces a new change model for organizational listening which she illustrates in five steps. The audience will leave with:

- ✓ The understanding of how to practice active listening with those who look to them for guidance
- ✓ A listening process that will unlock valuable insights and deliver desired outcomes
- ✓ The one success characteristic they need to reach their goals and create win-win scenarios at work

"Heather really *helped* us move the needle.



We brought her onboard to help facilitate a series of virtual workshops on diversity and belonging, and the feedback was extremely positive. Heather did an excellent job of taking our top takeaways from the workshops and helping us prioritize which to focus on first. We've built some great momentum since then, and witnessed a shift in how our people prioritize diversity and belonging. Employees now feel more able to be themselves within their teams, safe enough to discuss their differences, and better equipped to voice concerns without fear of the consequences."

Karyn Gonzales | Director, Payor Partnerships at DaVita Inc.

Heather R YOUNGER J.D.

Workshops

Unlock the *Power*
of Caring Leadership®

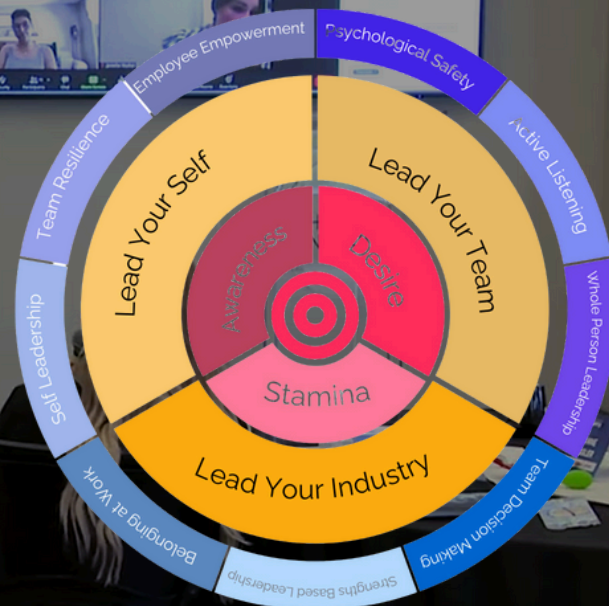
Training for those in sales, development, and customer services roles that empower through a personal growth mindset resulting in a newfound ability to achieve their goals by putting people first.



WORKSHOP 1

The Art of Caring Leadership®

Through this half-day workshop, leaders uncover how they can better focus their energies to engage and retain those they lead, and support employees to reach organizational goals.



Leaders & teams will develop a strategic plan of action to:

- ✓ Cultivate new behaviors in those they lead that facilitate forward progress
- ✓ Inspire and engage team members to contribute fully
- ✓ Create a culture of caring at work

As a result, leaders will uncover a newfound ability to put their people first more often for increased productivity, customer satisfaction, and employee engagement.

Tools:

- ✓ Caring Leadership Self-Assessment
- ✓ Emotional and Social Intelligence (ESI) Assessment
- ✓ The Art of Caring Leadership Workbook

"Ideal Image partnered with Heather to bring the *vision* of the organization to its frontline leadership."



Heather did an amazing job holding space for different voices and opinions to be heard with both warmth and genuine empathy. Her approach of listening, restating back her understanding, and collecting feedback, has delivered breakthrough insights. Leaders are now equipped to apply those insights to real-world scenarios, and help continue to foster a rich and meaningful culture."

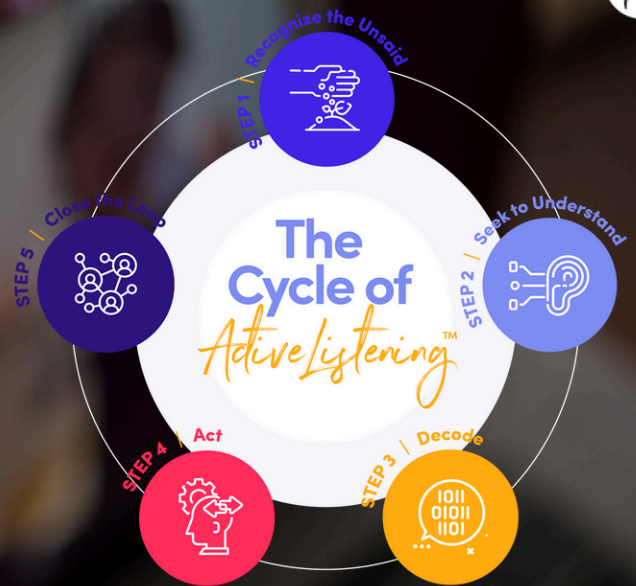
Elijah Keating | District Manager - Guest Services, Sales & Operations Medical Aesthetics, Ideal Image



WORKSHOP 2

Develop Active Listening Skills

This half or full-day interactive experience with in-built coaching equips leaders with a newfound ability to unlock previously unseen or unheard organizational insights critical to their and organizational success.



Leaders & teams will experience an instantly applicable shift in their ability to:

- ✓ Support their teams to become more engaged, motivated, and productive
- ✓ Serve as sounding boards for employee, customer, and prospect opinions and concerns
- ✓ Promote positive interactions at work that foster relationships and build trust

After the workshop, attendees will be able to support and lead organizational initiatives to increase employee engagement, build customer loyalty, and, ultimately, drive long-term business results.

Tools:

- ✓ DISC Assessment
- ✓ Active Listening Quiz
- ✓ Certified Art of Active Listening Facilitator Training



Ask About Certification

"Heather really *helped* us move the needle.



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Karyn Gonzales | Director, Payor Partnerships at DaVita Inc.



WORKSHOP 3

Build a Culture of Belonging

This half-day or full-day workshop equips leaders and teams with tools to facilitate communication, shared learning, and build more connected and productive teams.

Attendees will experience an instantly applicable shift in their ability to:

- ✓ Understand other peoples' challenges and perspectives
- ✓ Build stronger relationships and teams
- ✓ Create a more inclusive culture at work

As a result, leaders will feel empowered to incorporate inclusion into their everyday work, and advance a culture of belonging where every employee can contribute fully increasing commitment to the joint mission.

Tools:

- ✓ Caring Leadership Self-Assessment
- ✓ Emotional and Social Intelligence (ESI) Assessment



"I needed an expert who could help me *communicate* to my staff how they could overcome challenges and succeed."

Heather led two workshops for our department, and helped me channel my strengths as a leader to foster a culture of sincerity, caring, and loyalty. I will continue to seek her expertise as my organization evolves."

Raymund Aguirre | Chief of Police, University Police Department

Heather R YOUNGER J.D.

Consulting

Your *Caring Leadership*[®] Roadmap

Customized consulting solutions with built-in coaching so you can build sustainable cultures of caring leadership & excellence.





Awareness

When employee engagement and customer loyalty are on the line, it's vital that leaders become aware of Culture Slip before it's too late.



Desire

Once leadership is aware of an impending or present culture disconnect, the desire to change oneself and the organization launches the process.



Stamina

Creating cultures where everyone feels heard, seen, and valued is an ongoing personal and professional development process that requires commitment over time.



Lead Your Self

Get on the right path.

The first step is to take reflective time to work through the complex mental barriers that get in the way of leading well.



Lead Your Team

Fortify for the journey ahead.

Once the right mindset is in place, it's time to prepare to show up with more care, support, and concern for others.



Lead Your Industry

Demonstrate consistent evidence of care.

Here is where leading yourself and leading your team culminates in true differentiation in the market. You put into work specific caring behaviors that uplift others and positively impact organizational goals.